JESSETOBINMCCAULEY

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DESIGN/jessetobin.carbonmade.com
ART/jessetobinmccauley.com

WHAT I KNOW

Photoshop
Indesign
Illustrator
Acrobat Pro
Retouching
Photography
Squarespace
Content Creation
Social Platforms

ABOUT ME

Design Obsessed
Creative Collaborator
Community Partner
Deadline Driven
Highly Organized
Abstract Painter
Mural Artist

EXPERIENCE

CITY OF PITTSFIELD OFFICE OF CULTURAL DEVELOPMENT/**CULTURAL ADMINISTRATOR**
(Pittsfield, MA/5.24-Present)

- Provide comprehensive support; manage event logistics, artist relations, grant applications, community outreach coordination, while having a strong understanding of the local arts scene and commitment to promoting cultural development within the community.
- Rebrand of Love Pittsfield and The Lichtenstein; manage website & social media channels

MASS MOCA/**GRAPHIC DESIGNER** (North Adams, MA/9.22-5.24)

- Designed all marketing materials; social, digital ads, brochures, rack cards & print ads
- Worked with interdepartmental teams to create collateral for membership, visitor experience, fundraising and the institution

SAJE NATURAL WELLNESS/**CONTRACT ART DIRECTOR** (Remote/10.21-4.22)

- Provided clear design direction to Digital Graphic Designers - mentor and challenge team
- Collaborated with the Creative Director to ensure alignment & consistency of design

SHARED ESTATES/**FREELANCE CREATIVE DIRECTOR** (Berkshires, MA/10.20-10.21)

- Social media manager - create content for parent company & properties - manage all channels
- Designed digital ads, logos, website and collateral

MAIN STREET HOSPITALITY/**DIRECTOR OF CREATIVE** (Stockbridge, MA/04.17-04.20)

- Elevated design and oversaw creative for 6 hotel properties - video, print, digital & social
- Created email marketing campaigns, promotions, events, magazine ads, digital ads, sales brochures, print collateral, retail products and websites
- Planned and executed photo & video shoots with all vendors involved
- Developed social media editorial calendar and content for all platforms

IREDALE MINERAL COSMETICS/**ART DIRECTOR** (Great Barrington, MA/04.14-04.17)

- Led all advertising, print, digital marketing & social media designs
- Partnered with product development to create compelling concepts for packaging and product design within budget and time line
- Developed and executed design direction for marketing channels including collateral, presentations, website, videos, email campaigns, and event/tradeshow materials to support various marketing initiatives and elevate brand awareness
- Art directed all product photography and video shoots

COUNTRY CURTAINS/**CREATIVE MANAGER** (Lee, MA/11.12-04.14)

- Managed design team workflow and schedule - projects included: catalogs, brochures, emails, web banners, social media posts & print collateral
- Liaison between outside vendors and our internal team to manage flow of projects
- Led creative brand refresh of Gift & Accessories resulting in increased sales

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BART CHARTER SCHOOL/**GRAPHIC DESIGN INSTRUCTOR** (Adams, MA/09.12-12.12)

- Taught high school students graphic design - focus on Photoshop, Illustrator & Indesign

LAIRD+PARTNERS/**ART DIRECTOR** (New York, NY/10.10-06.12)

- Accounts: **Sally Hansen, Rimmel, DKNY, NYC Color & Halle Berry**
- Redesigned Sally Hansen's global print advertising campaign generating higher brand awareness and increased sales
- Directed still life and model photoshoots for print and digital needs
- Took concepts from beginning to completion while managing designers, retouchers, production artists and post production standards.
- Concept, storyboard & art direction for Sally Hansen's global television spots

CLINIQUE COSMETICS/**ART DIRECTOR** (New York,NY/07.05-09.10)

- Redesigned the overall look of Gift with Purchase resulting in increased sales
- Art Directed model & still-life photoshoots for print, direct mail and e-commerce
- Envisioned and designed in-store collateral for Special Events
- Oversaw and guided a team of designers and production artists
- Worked directly with photographers, stylists, illustrators, and retouchers

EMI MUSIC/**DESIGNER** (Los Angeles, CA/08.02-05.04)

- Redesigned the overall look of yearly and seasonal catalogs
- Designed CD and DVD packaging in line with artist standards
- Developed and designed POP/POS material, sell sheets and sales tools

COMMUNITY

COMMITTEE MEMBER/**CITY OF PITTSFIELD TOURISM COMMISSION**

PARTNER/**LET IT SHINE! MURAL COMMITTEE**

CURATOR/**HOTEL ON NORTH GALLERY**

NEIGHBORHOOD ARTIST LIAISON/**PITTSFIELD CULTURAL PLAN**

ADVISOR/**ASSETS FOR ARTISTS - PITTSFIELD GRANTEES**

BOARD MEMBER, ADVISORY/**BERKSHIRE ART ASSOCIATION**

FOUNDER & CREATOR/**DRIVE.WALK.BIKE BY CITY ART SHOW (COMMUNITY EVENT)**

FORMER COUNCIL MEMBER/**PITTSFIELD CULTURAL COUNCIL**

EDUCATION

OTIS COLLEGE OF ART AND DESIGN/**GRAPHIC DESIGN & PHOTOGRAPHY**

UMASS AMHERST/ **BACHELOR OF SCIENCE**